

ABSTRACT OF THE DISCLOSURE

A product information brokerage system for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the system including a user information storage unit for storing user attribute information and user-owned product information, a product information storage unit for storing product information, a product information providing unit for providing users with information related to the products owned by users based on the product information, and a user information providing unit for providing user information to manufacturers of the products owned by users based on the user attribute information and user-owned product information.

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